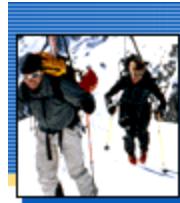


# U.S. Army 2005 MWR Leisure Needs Survey



Fort Monmouth  
New Jersey

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

Fort Monmouth

## □ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## □ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ **NEXT STEPS**

# PROJECT OVERVIEW

Fort Monmouth

## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

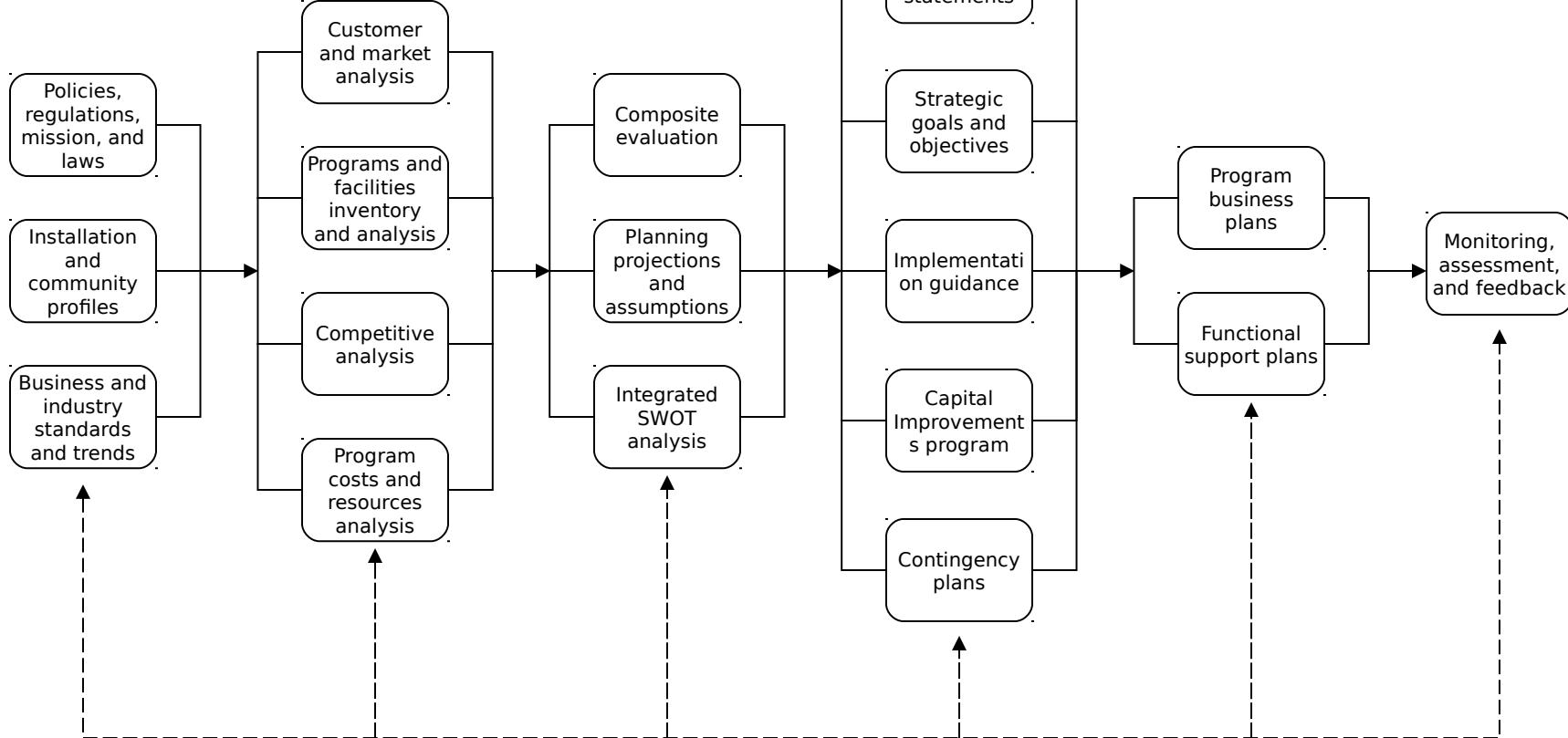
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

**E  
L  
E  
M  
E  
N  
T  
S**



# METHODOLOGY

Fort Monmouth

## PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 2,766 surveys were distributed at Fort Monmouth

## SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues



# METHODOLOGY

Fort Monmouth

## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

Fort Monmouth

## □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Monmouth:					
Active Duty	870	241	53	21.99%	±13.04%
Spouses of Active Duty	683	623	54	8.67%	±12.80%
Civilian Employees	5,132	782	166	21.23%	±7.48%
Retirees	3,617	1,120	241	21.52%	±6.10%
<b>Total</b>	<b>10,302</b>	<b>2,766</b>	<b>514</b>	<b>18.58%</b>	<b>±4.21%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

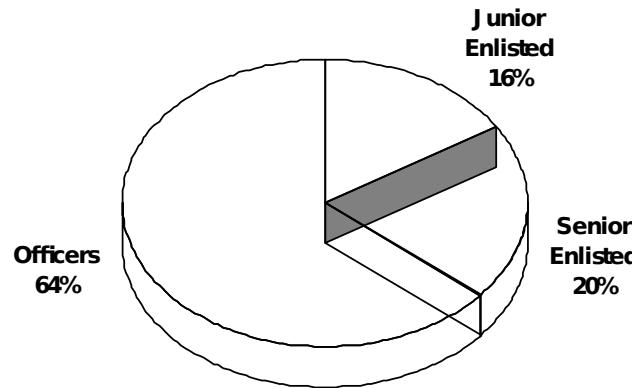
\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

# PATRON SAMPLE\*

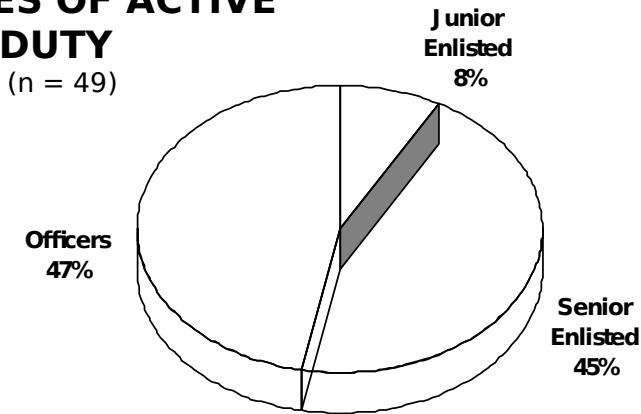
Fort Monmouth

## RESPONDENT POPULATION SEGMENTS

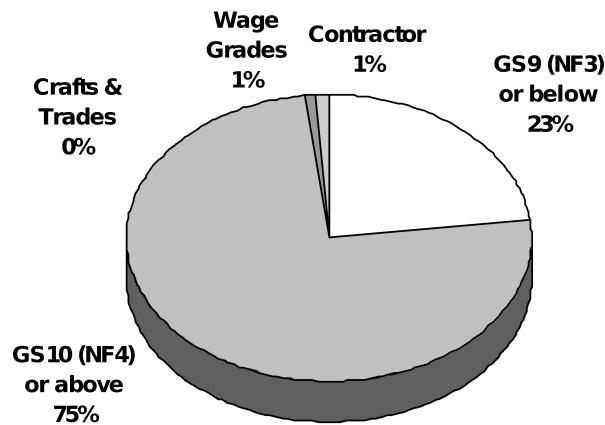
### ACTIVE DUTY (n = 50)



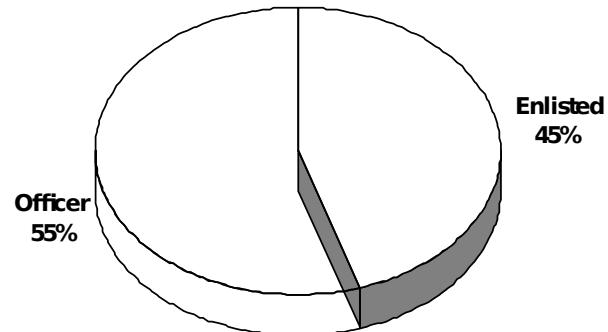
### SPOUSES OF ACTIVE DUTY (n = 49)



### CIVILIANS (n = 158)



### RETIREES (n = 184)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Fort Monmouth

## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT FORT MONMOUTH

Fort Monmouth

## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	41%
Library	37%
ITR – Commercial Travel Agency	35%
Bowling Center	32%
Bowling Food & Beverage	31%

## LEAST FREQUENTLY USED FACILITIES

BOSS	3%
School Age Services	4%
Child Development Center	6%
Youth Center	6%
Marinas	7%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT MONMOUTH\*

Fort Monmouth

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Bowling Center	4.55
Swimming Pool	4.48
Library	4.45
Fitness Center/Gymnasium	4.44
ITR - Commercial Travel Agency	4.30

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Car Wash	3.61
Outdoor Recreation Center	3.92
Army Lodging	3.92
Athletic Fields	3.97
Youth Center	3.98

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FORT MONMOUTH\*

Fort Monmouth

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Library	4.45
School Age Services	4.43
Bowling Center	4.39
Child Development Center	4.34
Swimming Pool	4.28

## FACILITIES WITH LOWEST QUALITY RATINGS\*

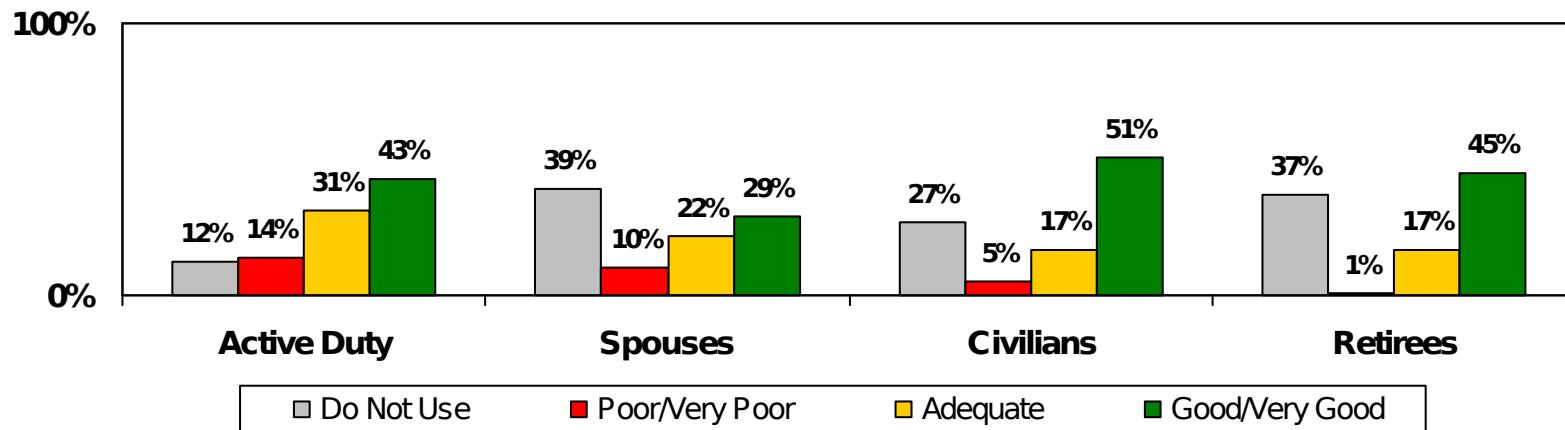
Car Wash	3.47
Army Lodging	3.81
Outdoor Recreation Center	3.85
Athletic Fields	3.88
Post Picnic Area	3.89

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

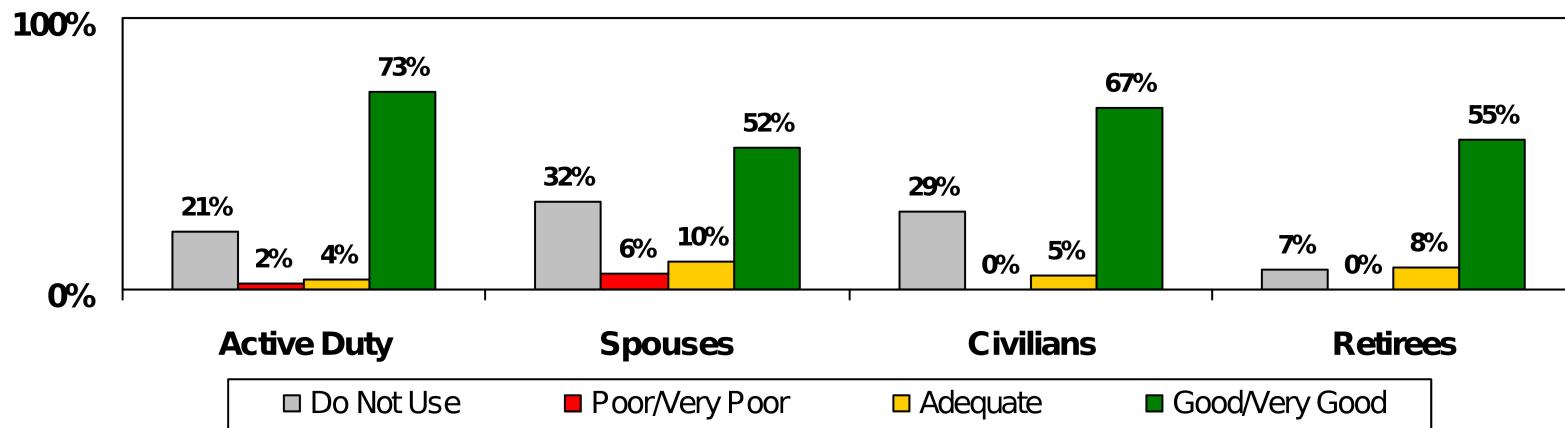
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Monmouth

## Quality of On-Post Services



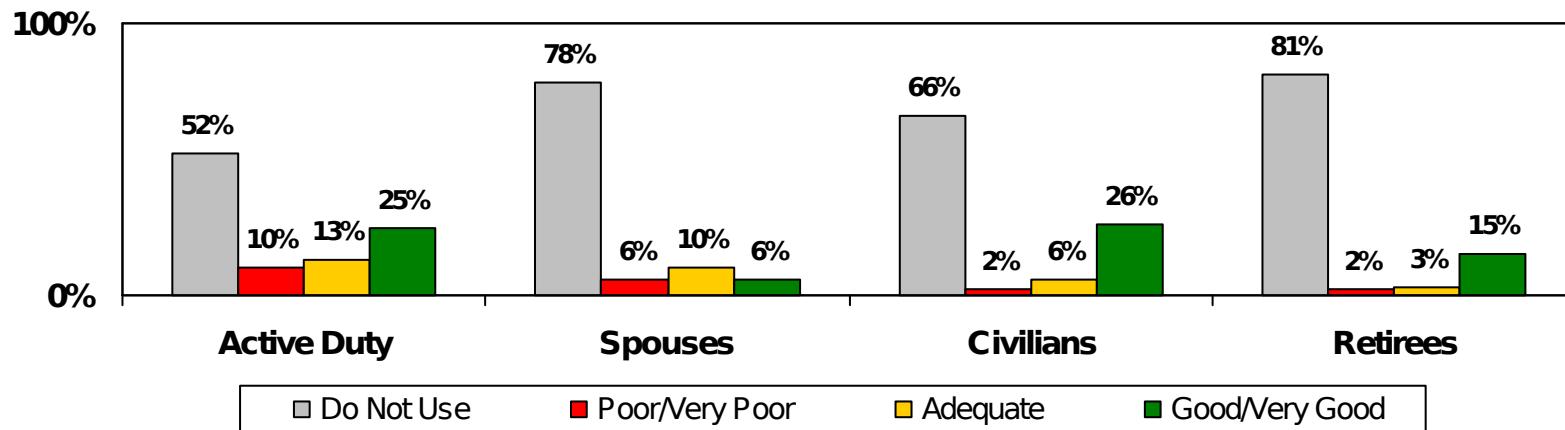
## Quality of Off-Post Services



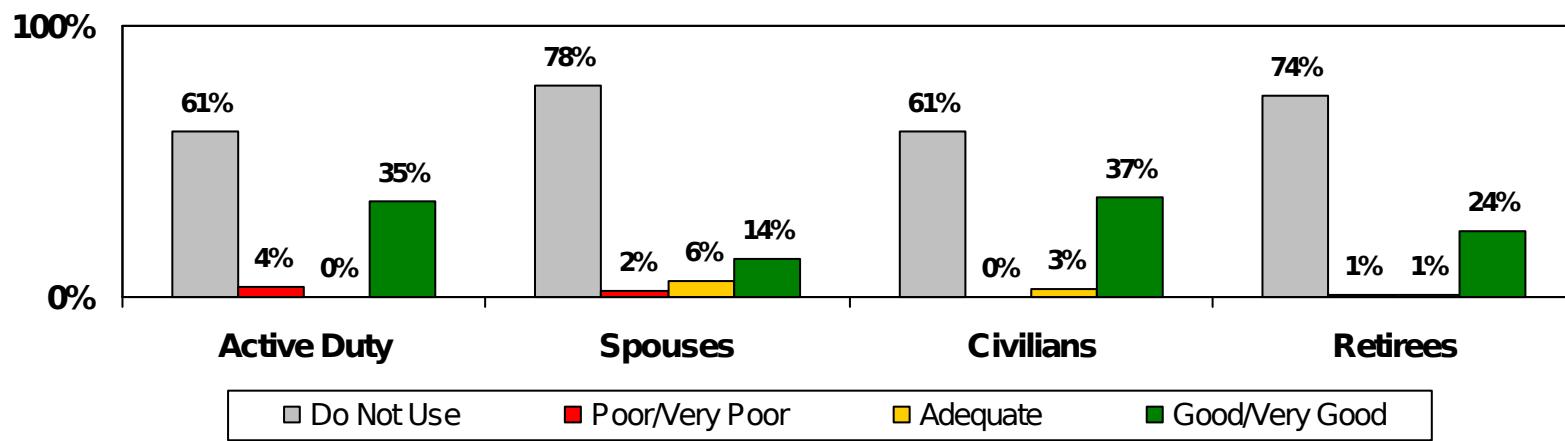
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Monmouth

## Quality of On-Post Services



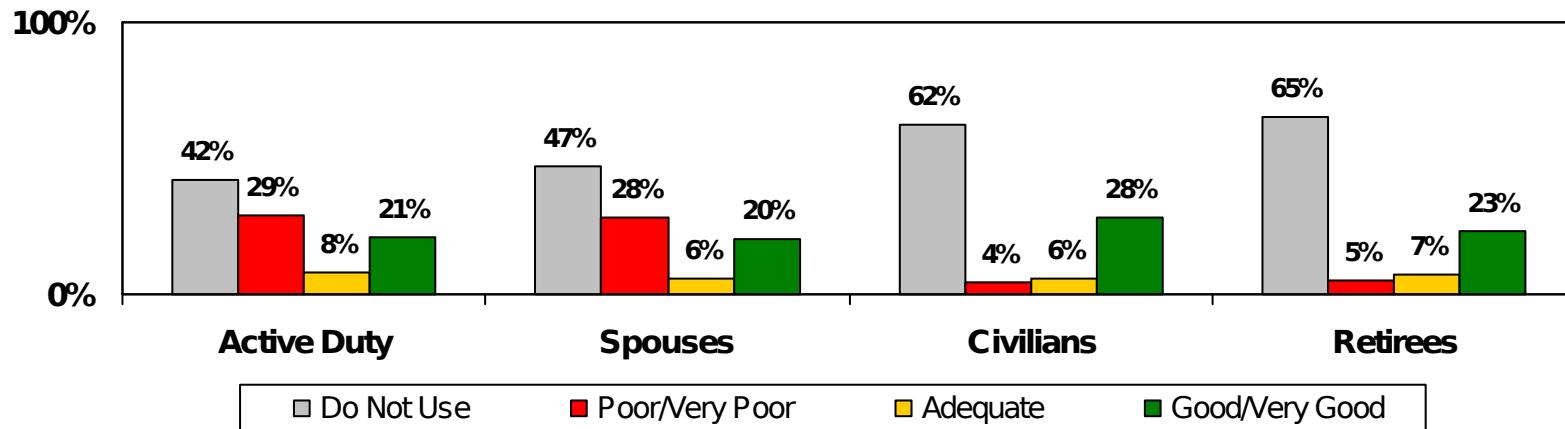
## Quality of Off-Post Services



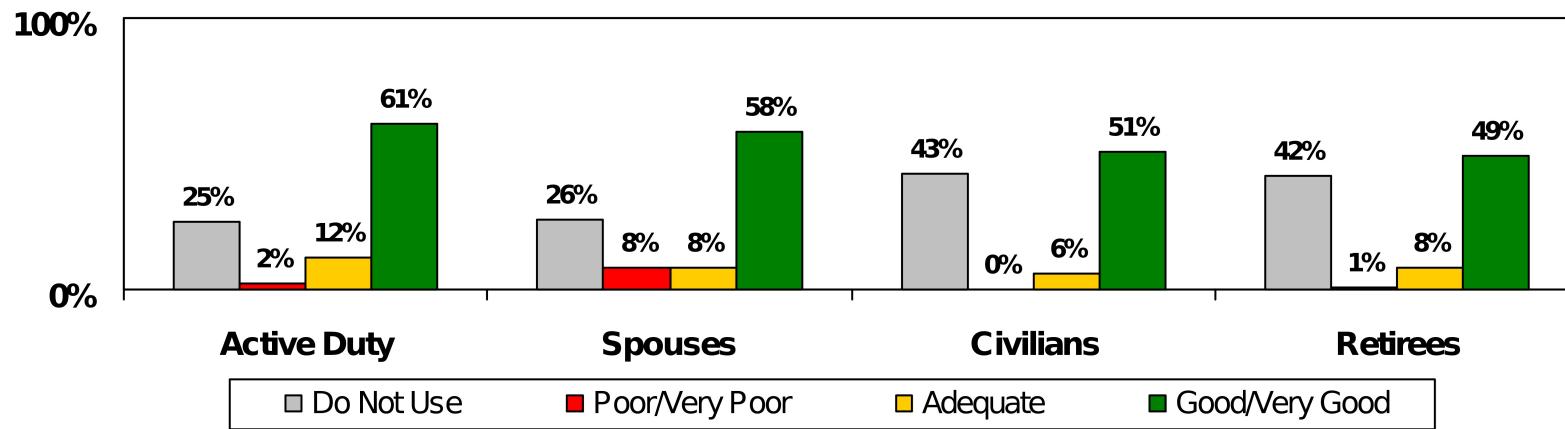
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Monmouth

## Quality of On-Post Services

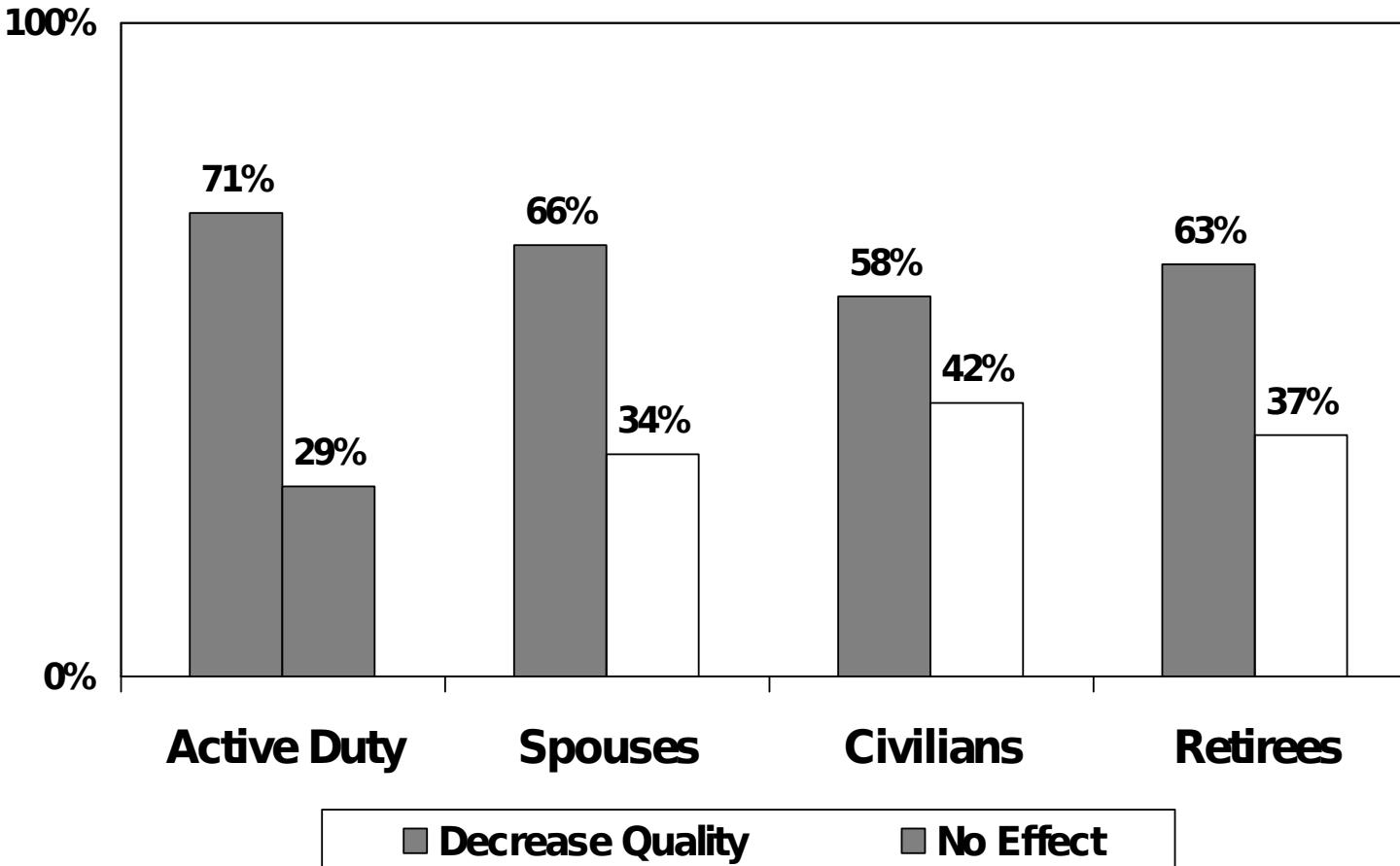


## Quality of Off-Post Services



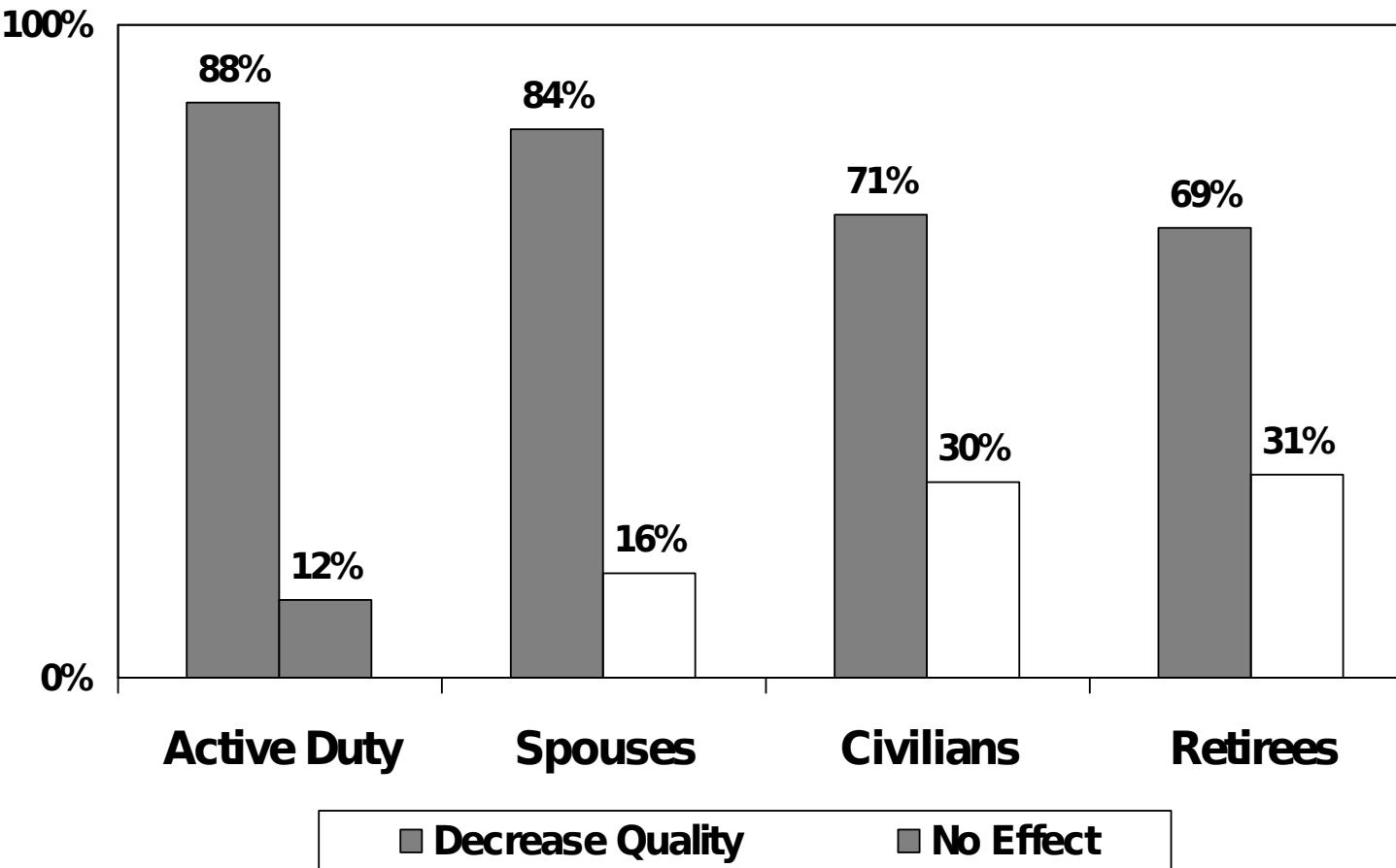
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Monmouth



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Monmouth



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Monmouth

## Top 7 Activities/Programs

Fitness Center/Gymnasium	78%
Army Lodging	65%
Library	56%
Child Development Center	50%
ITR Office	47%
Youth Center	39%
Bowling Center	38%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	74%
Cabins & Campgrounds	61%
Car Wash	55%
Bowling Pro Shop	51%
Arts & Crafts Center	44%
Golf Course Pro Shop	44%
Golf Course Food & Beverage	41%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Fort Monmouth

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	20%	12%	33%	13%	24%
E-mail	50%	30%	<b>68%</b>	18%	<b>48%</b>
Friends and neighbors	40%	<b>38%</b>	21%	22%	24%
Family Readiness Groups (FRGs)	6%	2%	0%	3%	2%
Bulletin boards on post	44%	16%	<b>36%</b>	<b>31%</b>	34%
Post newspaper	<b>62%</b>	<b>44%</b>	<b>45%</b>	<b>45%</b>	<b>46%</b>
MWR publications	<b>54%</b>	34%	34%	<b>44%</b>	<b>39%</b>
Radio	0%	0%	0%	1%	0%
Television	0%	2%	0%	1%	0%
My child(ren) let(s) me know	8%	0%	0%	1%	1%
Other unit members or co-workers	38%	6%	27%	12%	22%
Unit or post commander or supervisor	18%	8%	5%	3%	6%
Marquees/billboards	28%	12%	12%	13%	14%
Flyers	<b>52%</b>	<b>36%</b>	29%	30%	32%
Other	4%	20%	6%	13%	9%
I never hear anything	2%	8%	3%	15%	7%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Fort Monmouth

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	89%	76%
Better Opportunities for Single Soldiers	33%	N/A
Army Community Service	58%	60%
MWR Programs and Services	82%	82%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Monmouth

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	54%	94%	6%
Outreach programs	52%	89%	11%
Family Readiness Groups	50%	80%	20%
Relocation Readiness Program	71%	88%	12%
Family Advocacy Program	65%	93%	7%
Crisis intervention	50%	100%	0%
Money management classes, budgeting assistance	62%	83%	17%
Financial counseling, including tax assistance	67%	85%	15%
Consumer information	25%	100%	0%
Employment Readiness Program	37%	100%	0%
Foster child care	17%	100%	0%
Exceptional Family Member Program	75%	88%	13%
Army Family Team Building	44%	88%	13%
Army Family Action Plan	35%	100%	0%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Monmouth

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	56%	94%	6%
Outreach programs	37%	100%	0%
Family Readiness Groups	52%	57%	43%
Relocation Readiness Program	74%	92%	8%
Family Advocacy Program	56%	86%	14%
Crisis intervention	41%	50%	50%
Money management classes, budgeting assistance	59%	60%	40%
Financial counseling, including tax assistance	50%	100%	0%
Consumer information	26%	100%	0%
Employment Readiness Program	56%	92%	8%
Foster child care	13%	100%	0%
Exceptional Family Member Program	54%	57%	43%
Army Family Team Building	46%	100%	0%
Army Family Action Plan	35%	100%	0%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Monmouth

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	49%	39%
Personal job performance/readiness	43%	38%
Unit cohesion and teamwork	35%	39%
Unit readiness	34%	50%
Relationship with my spouse	32%	39%
Relationship with my children	32%	43%
My family's adjustment to Army life	33%	55%
Family preparedness for deployments	36%	55%
Ability to manage my finances	18%	35%
Feeling that I am part of the military community	44%	56%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Monmouth

<b>POSITIVE* CYS IMPACTS</b>	<b>ACTIVE DUTY</b>	<b>SPOUSES OF ACTIVE DUTY</b>
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	90%	71%
Helps minimize lost duty/work time due to lack of child care/youth services	84%	69%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	59%	57%
Allows me to work outside my home	58%	80%
Allows me to work at home	25%	50%
Offers me an employment opportunity within the CYS program	25%	50%
Allows me/my spouse to better concentrate on my/our job(s)	77%	64%
Provides positive growth and development opportunities for my children	89%	72%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Monmouth

## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	40%
Personal job performance/readiness	40%
Unit cohesion and teamwork	33%
Unit readiness	33%
Ability to manage my finances	20%
Feeling that I am part of the military community	33%
Relationship with my children (single parents)	25%
My family's adjustment to Army life (single parents)	25%
Family preparedness for deployments (single parents)	25%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Monmouth

## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	68%
Entertaining guests at home	66%
Going to movie theaters	64%
Internet access/applications (home)	63%
Plays/shows/concerts	51%
Walking	50%
Special family events	49%
Going to beaches/lakes	48%
Gardening	43%
Festivals/events	42%

## Top 5 for Spouses of Active Duty

Going to movie theaters	75%
Internet access/applications (home)	65%
Entertaining guests at home	64%
Watching TV, videotapes, and DVDs	58%
Walking	55%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	80%
Going to movie theaters	67%
Entertaining guests at home	66%
Internet access/applications (home)	66%
Plays/shows/concerts	54%

## Top 5 for Active Duty

Internet access/applications (home)	79%
Entertaining guests at home	76%
Going to movies theaters	61%
Going to beaches/lakes	59%
Special family events	56%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	67%
Entertaining guests at home	61%
Walking	59%
Going to movie theaters	58%
Internet access/applications (home)	49%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Monmouth

<b>Team Sports</b>	
Basketball	11%
Softball	10%
Volleyball	7%
Self-directed sports tournaments	5%
Soccer	5%

<b>Sports and Fitness</b>	
Walking	50%
Cardiovascular equipment	39%
Weight/strength training	33%
Bowling	20%
Running/jogging	20%

<b>Outdoor Recreation</b>	
Going to beaches/lakes	48%
Picnicking	34%
Bicycle riding/mountain biking	26%
Fishing	19%
Camping/hiking/backpacking	15%

<b>Entertainment</b>	
Watching TV, videotapes, and DVDs	68%
Going to movie theaters	64%
Plays/shows/concerts	51%
Festivals/events	42%
Attending sports events	42%

<b>Social</b>	
Entertaining guests at home	66%
Special family events	49%
Happy hour/social hour	40%
Dancing	40%
Night clubs/lounges	33%

<b>Special Interests</b>	
Internet access/applications (home)	63%
Gardening	43%
Digital photography	32%
Automotive detailing/washing	30%
Automotive maintenance & repair	27%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Fort Monmouth

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	34%	N/A	34%
Reference/research services	26%	N/A	26%
Internet access (library)	22%	N/A	22%
Multi-media (videos, DVDs, CDs)	22%	N/A	22%
Study/self development	20%	N/A	20%
Cardiovascular equipment	19%	20%	39%
Weight/strength training	18%	15%	33%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

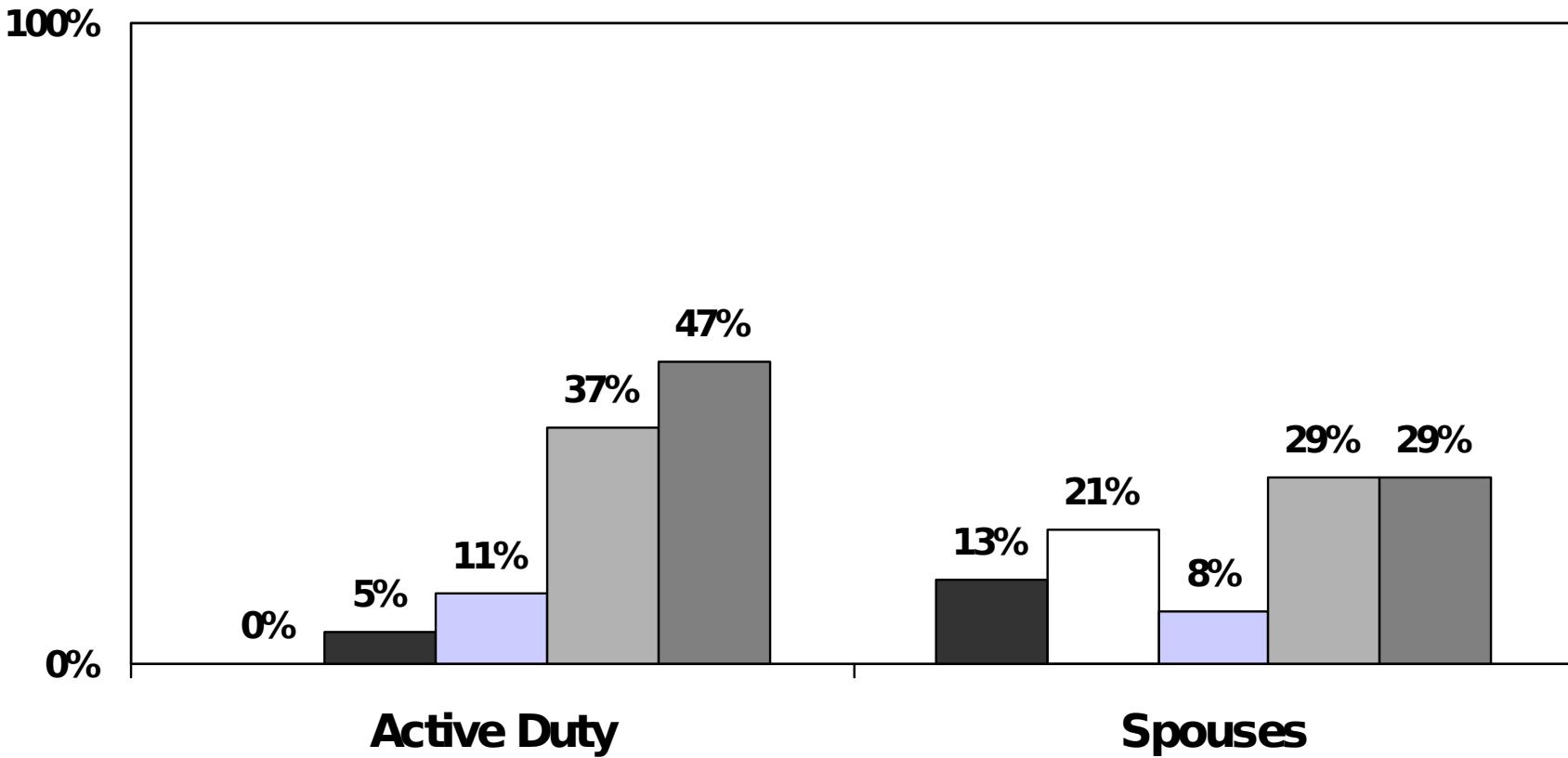
Fort Monmouth

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	5%	2%	55%	63%
Gardening	1%	2%	39%	43%
Digital photography	0%	8%	23%	32%
Automotive detailing/washing	7%	6%	17%	30%
Automotive maintenance & repair	6%	8%	13%	27%
Computer games	1%	1%	25%	26%
Trips/touring	4%	20%	0%	24%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Monmouth

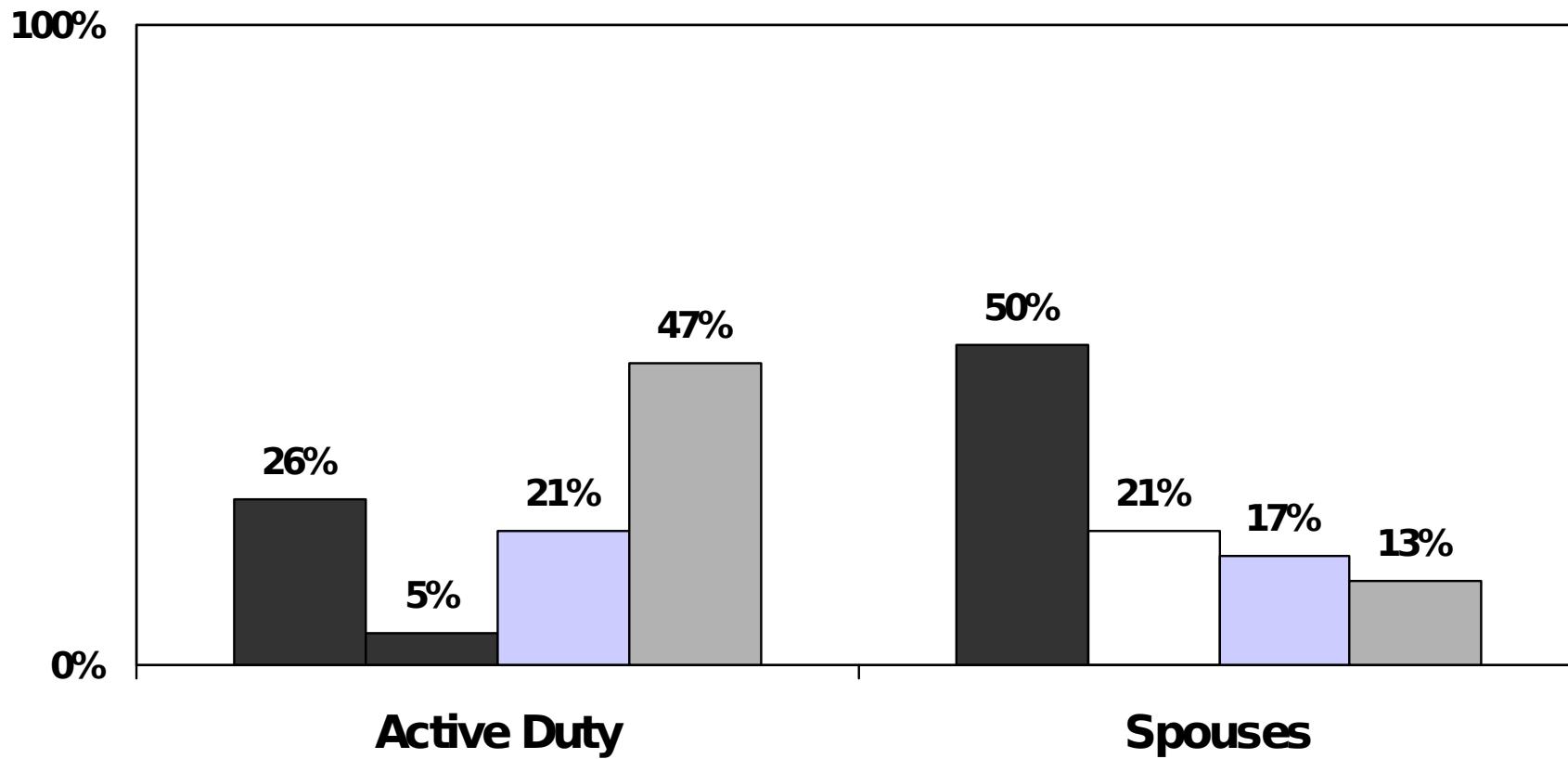


■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

## INSTALLATION

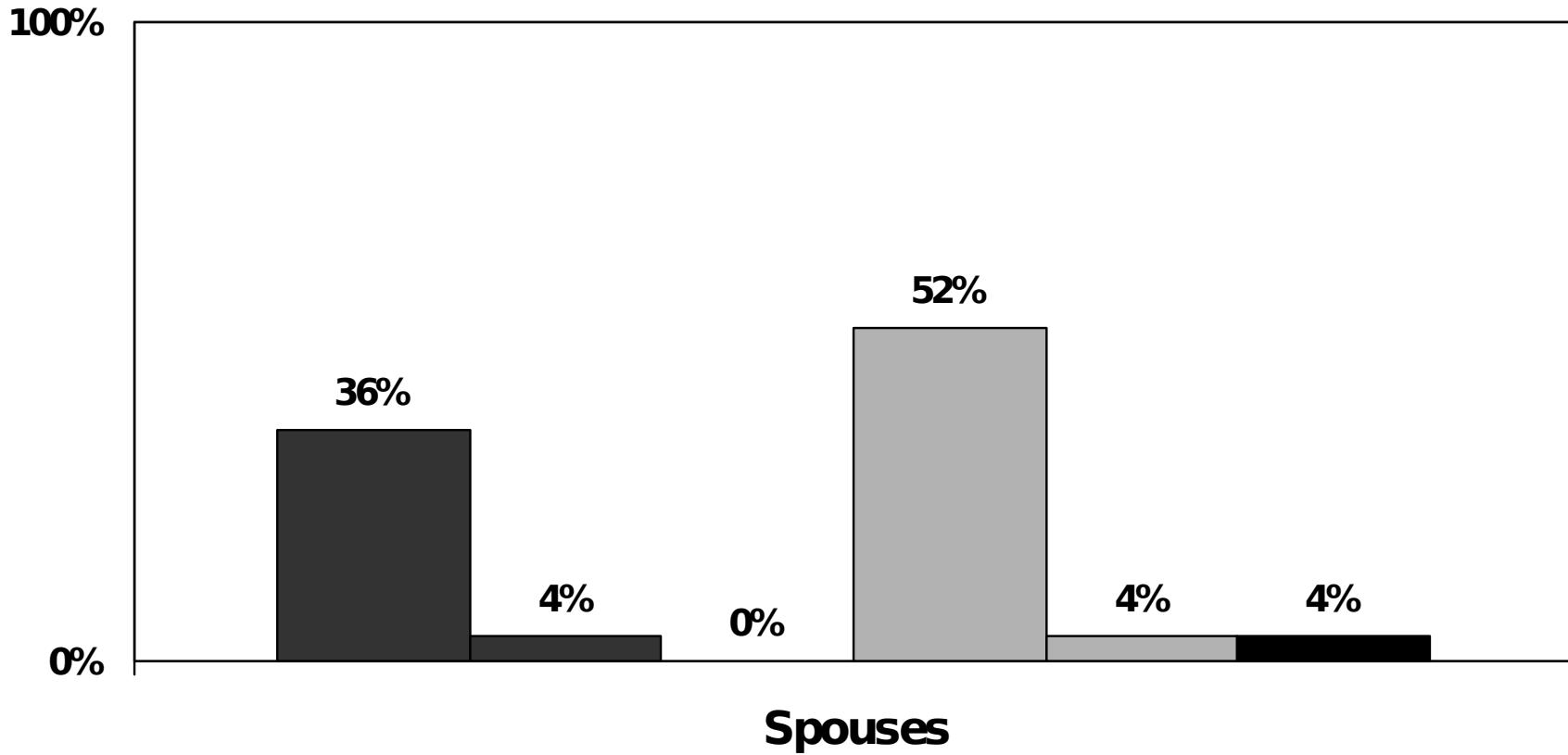
Fort Monmouth



■ Did Not Use ■ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Monmouth



■ Did Not Use ■ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Monmouth

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	0%
Probably will not make military a career	4%
Undecided	13%
Probably will make military a career	4%
Definitely will make military a career	79%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	9%
Not Sure	9%
Yes	81%

# NEXT STEPS

Fort Monmouth

## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)